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WE CLAIM:

1. A method comprising:
sensing an object identifier from a first object;
sending said first object identifier from a first device to a second device;
5 in response, at said second device, identifying address information corresponding to said first object identifier and sending same to the first device;
initiating a link from the first device in accordance with said address information;
at said second device, identifying additional objects related to said first object;
identifying additional address information corresponding to said additional objects; and
10 sending said additional address information to the first device;
storing said additional address information in a memory at the first device;
wherein, if an object included among said identified additional objects is sensed by the first device, the corresponding address information can be retrieved from said memory in the first device without the intervening delays of communicating with the
15 second device.

2. A database method comprising:
generating a database record including plural data fields;
generating a file corresponding to said database record and including data from at
20 least certain of said fields;
electronically distributing a copy of the file to each of plural recipients;
one of said recipients adding data to a copy of the file, or changing data in a copy of the file, and sending the file to the database;
updating the database record in accordance with said changed file;
25 generating a new file corresponding to the updated database record and including data from at least certain of said fields; and
electronically distributing a copy of the new file to each of said plural recipients.

3. A system for linking from physical or digital objects to corresponding digital
30 resources, comprising:

registration means for receiving data relating to an object, including its identity and owner, and associating same in a database with data relating to a corresponding response;

5 originating device means for sensing data from an input object, processing same, and forwarding same to a routing means;

routing means for processing the processed data from the originating device means, logging information from same, and forwarding at least certain of said processed data to a product handler means; and

10 product handler means for providing a response to the originating device means in accordance with the information provided thereto by the routing means.

4. The system of claim 3 in which the routing means includes means for checking information in the database.

15 5. The system of claim 3 in which the registration means includes means for generating an encapsulating file and means for distributing said file to predetermined parties.

20 6. A system as described in the foregoing detailed description.

7. An apparatus including a watermark detector and a watermark-related software program, operable to transmit a packet of data to a remote system, said packet of data comprising (a) an identifier of said software program, and (b) at least a portion of a detected watermark.

25 8. The apparatus of claim 7, wherein said packet of data also includes address information identifying the apparatus.

9. A system comprising the apparatus of claim 7 together with said remote system, the remote system including a router and plural handlers, the router directing data from said packet to one of said handlers depending on data within said packet.

5 10. An apparatus including a watermark detector and a watermark-related software program, operable to transmit a packet of data to a remote system, said packet of data comprising (a) a context or environment identifier, and (b) at least a portion of a detected watermark.

10 11. The apparatus of claim 10, wherein said packet of data also includes address information identifying the apparatus.

15 12. A system comprising the apparatus of claim 10 together with said remote system, the remote system including a router and plural handlers, the router directing data from said packet to one of said handlers depending on data within said packet.

20 13. A networked computer system, responsive to watermark data sent from a remote client application to initiate delivery of audio or video data.

25 14. The networked computer system of claim 13, responsive to watermark data sent from a software program on a remote computer, to initiate delivery of audio or video data to said remote computer.

30 15. A networked computer system, responsive to watermark data sent from a software program on a remote computer, to initiate delivery of advertisement data to said remote computer.

35 16. A networked computer system, responsive to watermark data sent from a software program on a remote computer, to initiate delivery of updated software to said remote computer.